

Message Text

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FM AMEMBASSY BELGRADE

TO THE CESSNA AIRCRAFT COMPANY

P.O. BOX 1107

WICHITA, KANSAS 67201

TELEX: CITATION 417-342 TELEPHONE: (316) 946-6000

ATTENTION: MR. HOWARD G. CHILTON

INFO SECSTATE WASHDC 2375

USDOC

UNCLAS BELGRADE 1483

E.O. 11652 N/A

TAGS: BEXP YO

COMMERCE PASS CMM JOHNSON AND BERYL COHEN.

SUBJECT: NOVI SAD FAIR

1. EMBASSY PLEASED TO SEE YOUR INTEREST IN YUGOSLAV MARKET AND IN NOVI SAD AGRICULTURAL FAIR. AS BROCHURE I SENT INDICATES, THIS FAIR IS IMPORTANT COMMERCIAL EVENT IN THIS PART OF WORLD. AGRO-INDUSTRIAL BUYERS FROM EVERY LARGE ENTERPRISE IN THE FIELD VISIT THE FAIR. PROXIMITY OF FAIR TO HUNGARIAN AND RUMANIAN BORDERS DRAWS EXTENSIVE BUYERS FROM EASTERN EUROPE.

2. DATA ON GENERAL AVIATION IN 1973 GIVES INDICATION OF YUGOSLAV MARKET:

A. BUSINESS AVIATION - 26 YUGOSLAV FIRMS USED THEIR OWN AIRCRAFT FOR BUSINESS FLIGHTS. 49 REGISTERED BUSINESS AIRCRAFT LOGGED ABOUT 10,000 FLIGHT HOURS.

B. AGRICULTURAL AVIATION - 10 ORGANIZATION OPERATED 102 AIRCRAFT IN 1973. THEY FLEW MORE THAN 25,000 HOURS AND TREATED 1.3 MILLION HECTARES.

C. PRIVATE PLEASURE AND SPORT FLYING: YUGOSLAVIA HAD 144 AERO-SPORT CLUBS, OF WHICH 40 WERE SCHOOLS. NUMBER OF AIRCRAFT IS NOT AVAILABLE BUT TOTAL FLYING TIME EXCEEDED 30,000 HOURS.

3. YUGOSLAVIA HAS ONE SMALL AIRCRAFT PRODUCER, UTVA, BUT PRODUCTION SMALL. BREAKDOWN OF IMPORTED AGRICULTURAL AIRCRAFT IN SERVICE

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SHOWS LARGE ROLE BY GRUMMAN AG-CAT AND PIPER PAWNEE.

4. U.S. PAVILION IDEALLY LOCATED IN INTERNATIONAL AREA. PARTIC-
IPATION FEE COVERS TOTAL PACKAGE OF SERVICES INCLUDING EXHIBIT DESIGN
AND CONSTRUCTION, AUDIO-VISUAL FACILITIES, LOUNGE AND OFFICE SPACE,
UTILITIES, ATTENDENT/INTERPRETOR, AND EXTENSIVE PROMOTION CAMPAIGN
BY EMBASSY PERSONNEL IN YUGOSLAVIA AND NEIGHBORING COUNTIRES.

5. AIRCRAFT FOR EXHIBIT AT FAIR COULD FLY INTO BELGRADE FOR CUSTOMS
CLEARANCE BEFORE FLYING ON TO NOVI SAD. UPON ARRIVAL, WINGS WOULD
BE REMOVED AND AIRCRAFT HAULED INTO FAIRGROUND FOR REASSEMBLY AND
EXHIBIT.

6. PARTICIPATION AGREEMENT, FACT SHEET AND ADDITIONAL BROCHURES
BEING SENT AIRMAIL. IF CESSNA WISHES TO EXHIBIT, PLEASE TELEX
SPACE REQUIREMENT, AIRCRAFT SPECIFICATIONS, AND HOTEL REQUIREMENTS.
PARTICIPATION AGREEMENTS, COMPANY INFORMATION BROCHURES, ETC
SHOULD BE SENT AS SOON AS POSSIBLE.

REGARDS WJWALLER, COMMERCIAL ATTACHE, AMEMBASSY, BELGRADE
MILLER

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